

FIG. 1

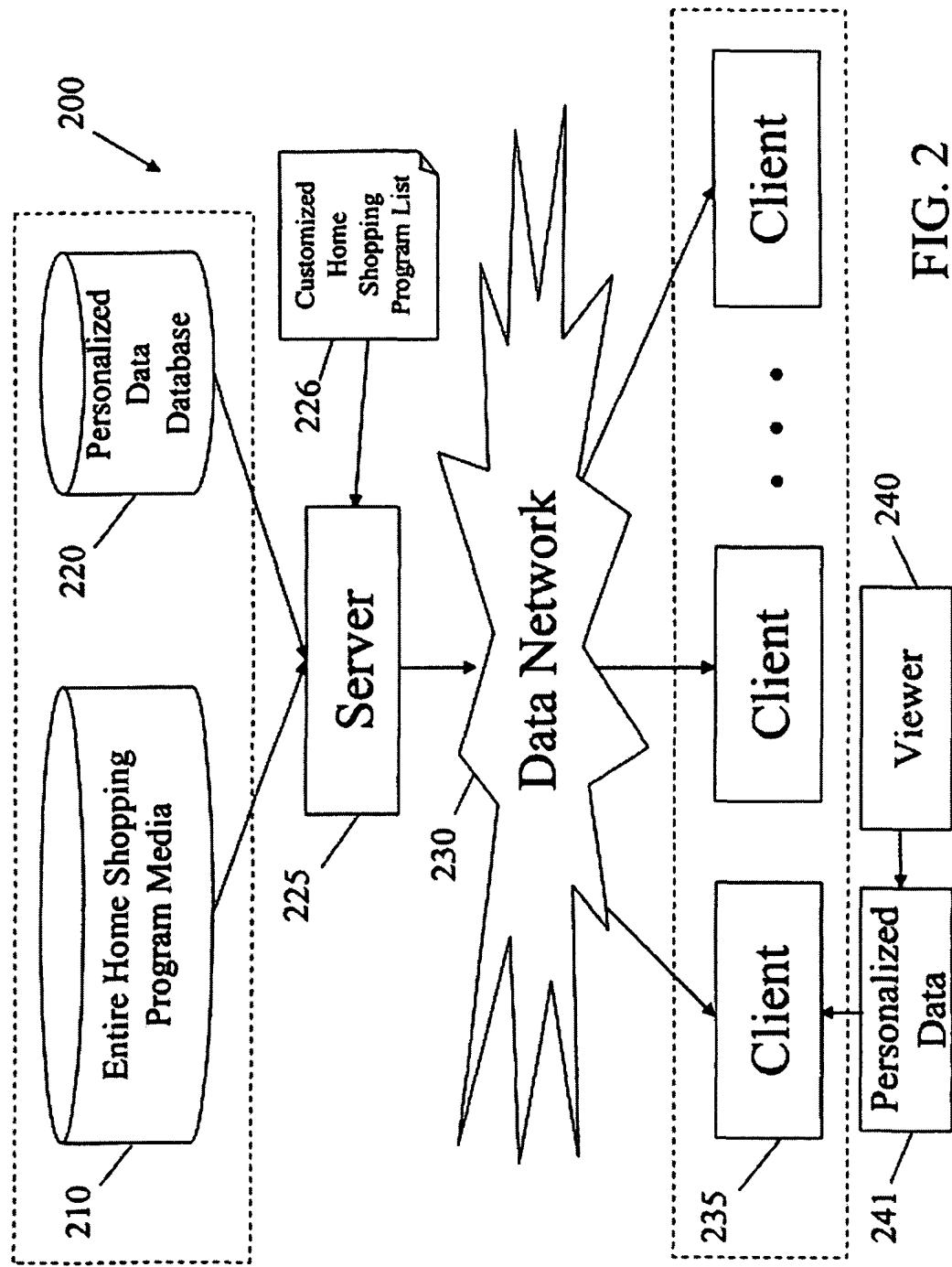


FIG. 2

Enter Personalized Data	
305	<input checked="" type="checkbox"/> Male <input type="checkbox"/> Female
310	<input type="checkbox"/> Age 5 - 10 <input type="checkbox"/> Age 10 - 18 <input type="checkbox"/> Age 18 - 24 <input checked="" type="checkbox"/> Age 24 - 30 <input type="checkbox"/> Age 30 - 40 <input type="checkbox"/> Age 40+
315	<input checked="" type="checkbox"/> Soccer <input checked="" type="checkbox"/> Basketball <input type="checkbox"/> Tennis <input checked="" type="checkbox"/> Golf

FIG. 3a

<u>320</u>	<p>Nika Basketball Shoes</p> <p><u>335</u></p> <p>Quantity Remaining: 427</p>	<p><u>340</u></p> <p>Price: \$83.10</p>	<p><u>345</u></p> <p>Call 800-555-5555 to order now!</p>	<p><u>350</u></p> <p>The Nika Basketball Shoes provides excellent support for even the most demanding athlete. This stylish shoe is sure to improve your game. <u>325</u></p> <p>Next</p>
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FIG. 3b

Welcome to Individual Shopping Network			
Customized Home Shopping Program List			
Length	Shopping Program Name	Price	Qty Avail.
4 minutes	Nika Basketball Shoes	\$83.10	427
3 minutes	Wilsun Pro Series Basketball	\$31.99	2311
5 minutes	Adidos Soccer Jersey	\$22.85	14
4 minutes	Magic Johnston Basketball Card	\$532.50	5
12 minutes	'The Ultimate Gift	\$190.00	103
9 minutes	SprintPCS Cellular Phone	\$99.99	5075

360 ↗

385 ↘

370 ↗ 375 ↗ 380 ↗

ADD REMOVE MOVE UP MOVE DOWN

FIG. 3C

Enter Personalized Data
Occasion
<input type="radio"/> Browse for myself
<input type="radio"/> Look for a specific item
<input checked="" type="radio"/> Browse for a birthday gift
<input type="radio"/> Browse for a mother's day gift
<input type="radio"/> Look for a wedding gift (registry)
<input type="radio"/> Browse for an anniversary gift
<input type="radio"/> Browse for a baby shower gift

FIG. 4a

Enter Personalized Data	
Browse for a birthday gift	
<input checked="" type="checkbox"/> Male <input type="checkbox"/> Female	410
<input checked="" type="checkbox"/> Age 6 - 10 <input type="checkbox"/> Age 10 - 18 <input type="checkbox"/> Age 18 - 24 <input type="checkbox"/> Age 24 - 30 <input type="checkbox"/> Age 30 - 40 <input type="checkbox"/> Age 40-50 <input type="checkbox"/> Age 50+ 420	<input type="checkbox"/> \$0.01 - \$10 <input checked="" type="checkbox"/> \$10 - \$20 <input checked="" type="checkbox"/> \$20 - \$40 <input checked="" type="checkbox"/> \$40 - \$80 <input checked="" type="checkbox"/> \$80 - \$150 <input checked="" type="checkbox"/> \$150 - \$300 <input checked="" type="checkbox"/> \$300 + 425
<input checked="" type="checkbox"/> Sporting Equipment <input type="checkbox"/> Clothes 415 <input type="checkbox"/> Jewelry <input checked="" type="checkbox"/> Electronics	

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FIG. 4b

<p>Ultra MP3 Player</p>	<p>Quantity Remaining: 984</p>	<p>Price: \$199.99</p>	<p>Call 800-555-5555 to order now!</p>	<p>This compact MP3 player holds up to 10 hours of music and comes with a rechargeable battery. Neck leash included. Earphones not included.</p>	<p>Next</p>
<p>[Video Ad of portable MP3 player]</p>					

FIG. 4c

Welcome to Individual Shopping Network					
Customized Home Shopping Program List					
465					
Length	Shopping Program Name	Price	Qty Avail.		
8 minutes	Ultra MP3 Player	\$199.99	984	 	
2 minutes	Atlas Pro Beach Volleyball	\$44.99	110	 470	
4 minutes	Samsong Home DVD Player	\$150.00	42		
2 minutes	Suny 30" HDTV	\$500.00	44	 472	
1 minutes	Advanced Tennis Ball Set	\$10.05	890		
5 minutes	SprontPCS Cellular Phone	\$200.00	437		
ADD REMOVE MOVE UP MOVE DOWN					
 475  480  485  490					

FIG. 4d

Enter Personalized Data
Occasion
<input type="radio"/> Browse for myself
<input type="radio"/> Look for a specific item
<input type="radio"/> Browse for a birthday gift
<input type="radio"/> Browse for a mother's day gift
<input checked="" type="radio"/> Look for a wedding gift (registry)
<input type="radio"/> Browse for an anniversary gift
<input type="radio"/> Browse for a baby shower gift

FIG. 5a

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Enter Personalized Data	
Browse for a wedding gift (registry)	
Groom's Last Name	<input type="text" value="Smith"/>
Bride's Last Name	<input type="text" value="Jones"/>
We Found:	
<ul style="list-style-type: none">John Smith & Tina Jones (Los Angeles)Tom Smith & Mary Jones (New York)Jack Smith & Cherry Jones (Dallas)Frank Smith & Cindy Jones (Dallas)Michael Smith & Michelle Jones (Miami)	

FIG. 5b

<p>Shisheda 4 piece China set</p>	<p>Quantity Remaining: 26</p>	<p>Price: \$399.99</p>	<p>Call 800-555-5555 to order now!</p>	<p>The Shisheda is an elegant china set that will make any dinner setting look fabulous.</p>	<p>Next</p>
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FIG. 5c

Welcome to Individual Shopping Network					
Customized Home Shopping Program List					
Length	Shopping Program Name	Price	QTY Avail.	550	
5 minutes	Shisheda 4-piece china set	\$399.99	26	/	
3 minutes	Indian Throw Rug	\$101.49	5	555	
2 minutes	Globus 10 piece Knife Set	\$199.95	20	/	
4 minutes	Samsong Home DVD Player	\$150.00	42	560	
5 minutes	500 watt Panason Microwave Oven	\$200.00	98	/	
5 minutes	AM Tower Speakers	\$200.00	44	/	
ADD			MOVE UP	MOVE DOWN	
~ 565			~ 570	~ 575	~ 580

FIG. 5d

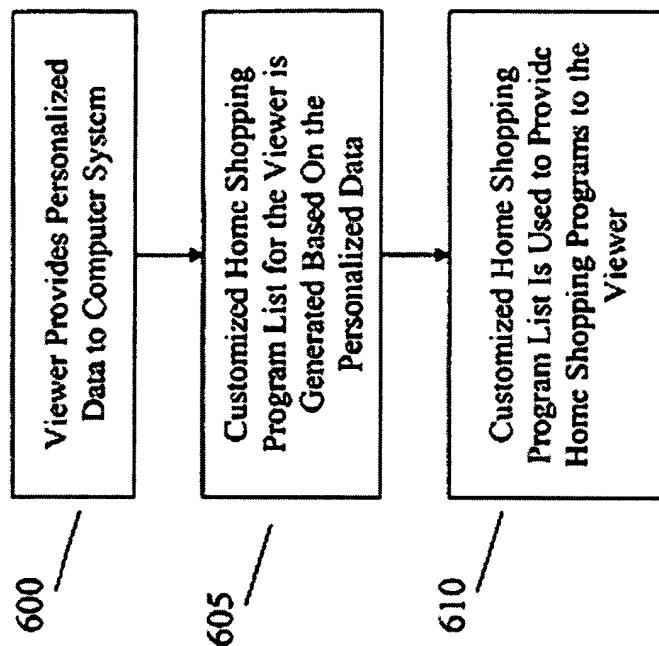


FIG. 6

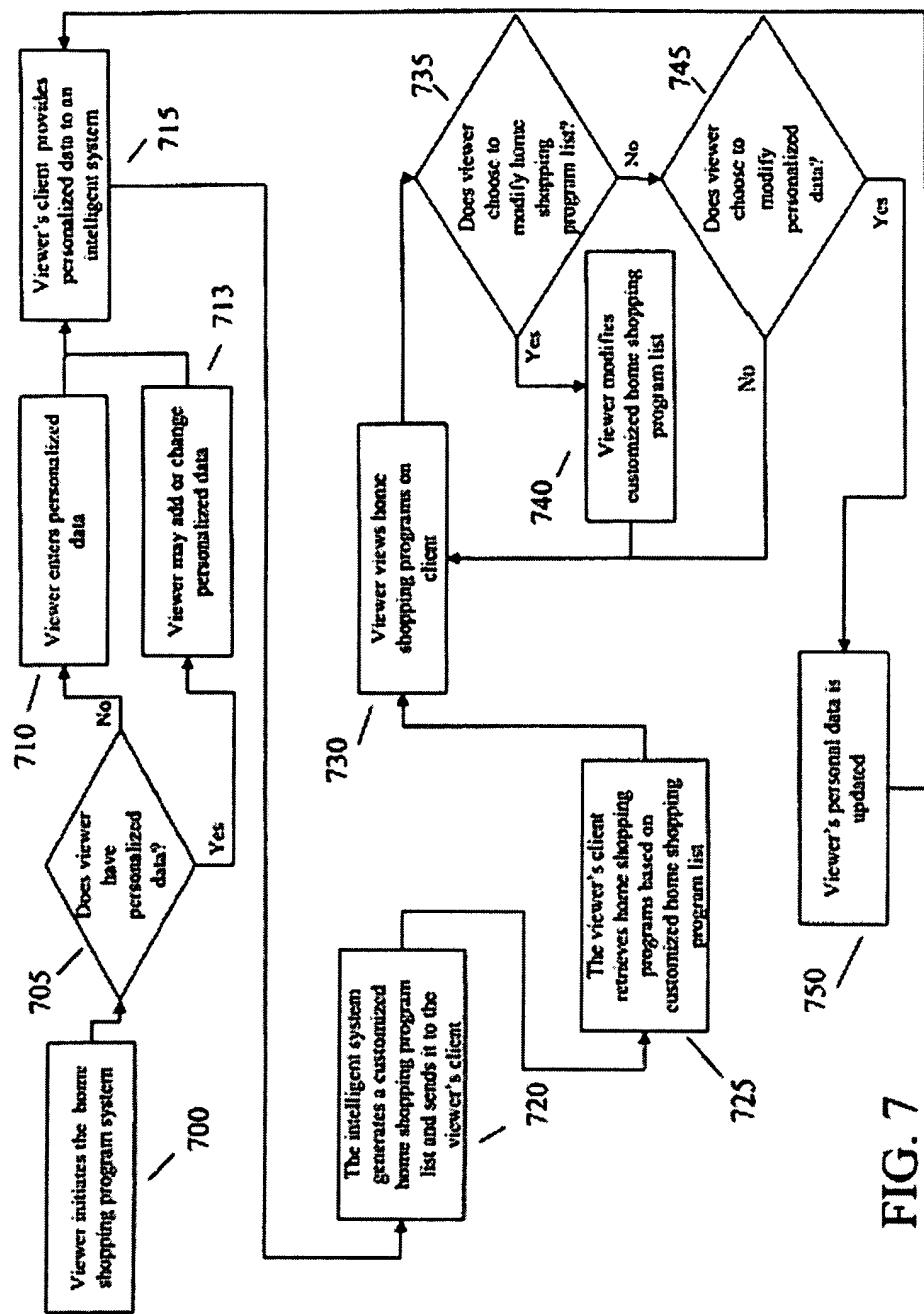


FIG. 7

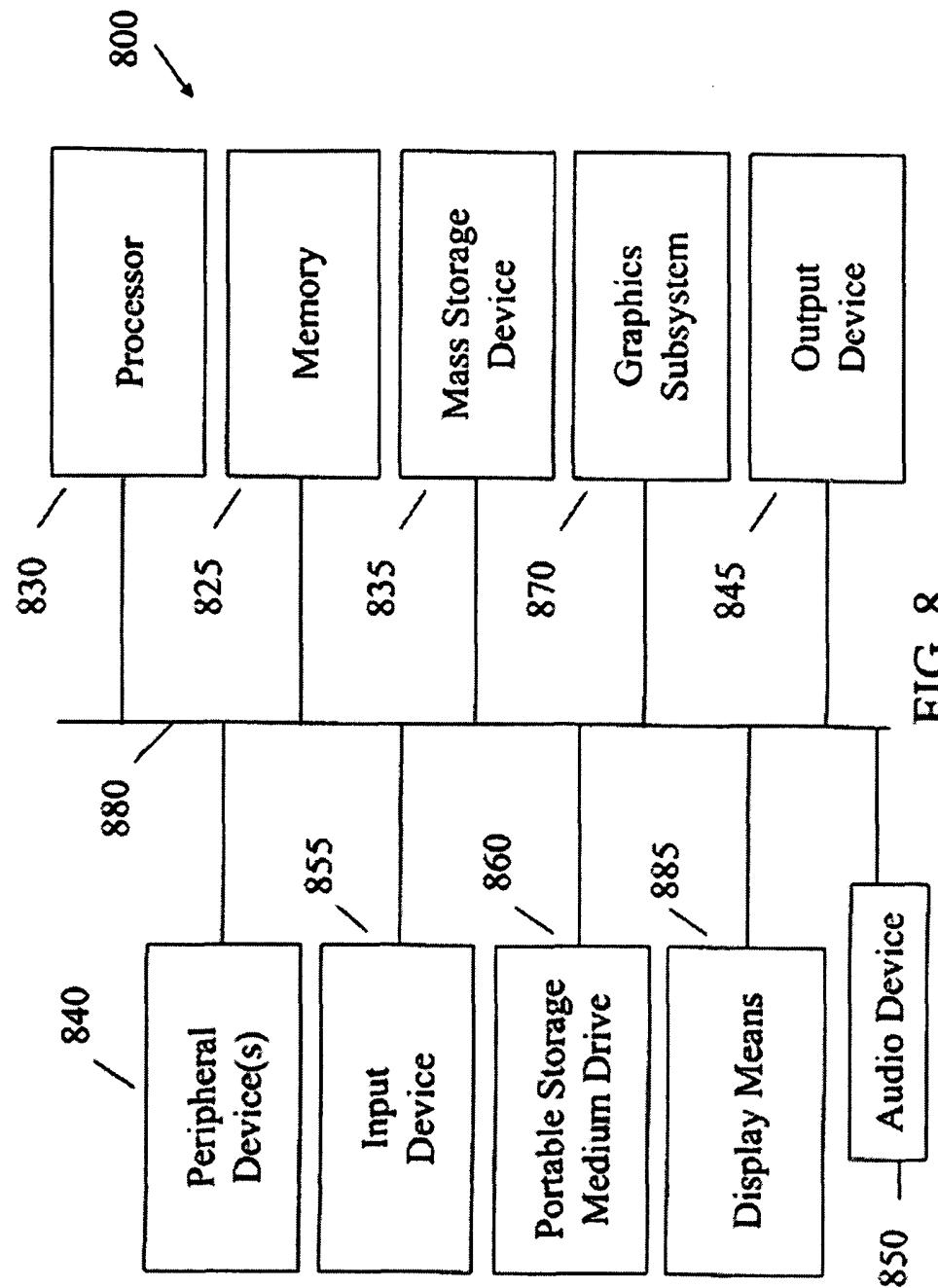


FIG. 8

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